

Autism | eye

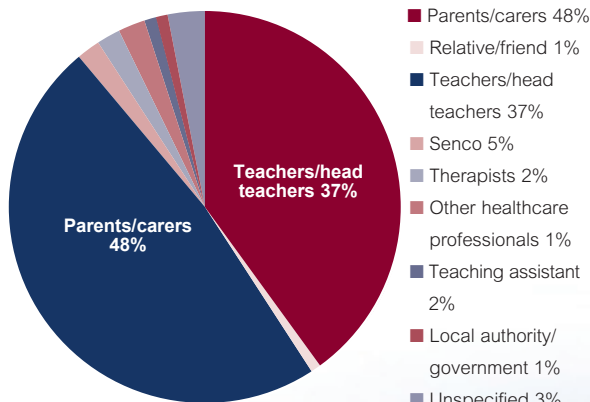
Autism Eye Magazine and the Autism Eye Newsletter are the UK's biggest-circulation autism publications

Autism Eye Magazine (quarterly): 45,000+ circulation
Autism Eye Newsletter (monthly): 42,000+ circulation

Autism Eye website: 15,000+ visitors/month
Social media: 39,500+ followers (Figures relate to December 2022)



Readership



(The proportions above are similar for the magazine and newsletter.)

Exhibition distribution

● We are media partners with **The Autism Show** and the **Tes SEND Show** and give thousands of printed copies of *Autism Eye Magazine* to the show visitors.

Advertisers say

"Magazine and coverage was great, we saw an impact on sales" – The Walt Disney Company

"I loved your autumn issue. You reach the people and the truth. This is my favourite publication." – Crelling Harnesses

"We've actually done really well from the October ad ... we're really happy with the results!" – Hatchlings London

"We have advertised the iMap Centre with a series of advertisements in *Autism Eye* and an online directory entry. I'm delighted to say that not only has this led to the recruitment of pupils to our school, but we even managed to recruit a member of staff in this way." – The iMap Centre, Cheshire

"Being autism-specific, *Autism Eye* meets our consumer profile really well. We know that it is a magazine read by parents, as they have specifically mentioned seeing our advert in the publication and we have actively recruited students as a result." – LVS Hassocks, West Sussex



Special features in *Autism Eye Magazine* in 2023

Please get in touch with Mark Hayes on 020 8673 8496 or mark.hayes@autismeye.com if your organisation has news, expertise or experience that you would like to share relating to one of the topics below

Spring 2023 (issue 49)

- Feeling free in '23: supported holiday ideas
- Autism diagnosis
- Dietary supplements, nutrition and healthy lifestyle products
- Outdoor learning: provision, sensory and educational equipment
- Fostering and adoption for families wanting to care for vulnerable children (including Foster Care Fortnight, 15-28 May)

Summer 2023 (issue 50)

- Autism Show preview
- Transitions from school or college to supported living or employment
- Leisure ideas for the summer holidays (including short breaks)
- Keeping your child safe (trackers, swimming aids, epilepsy monitors and more)
- Training courses for improving your support for autistic children or adults
- Using crafts in teaching

We are media partners with **The Autism Show**, the UK's biggest autism event. We will distribute thousands of printed copies of the summer issue of *Autism Eye Magazine* to the visitors from dedicated distribution points at the entrance of the shows in all three locations: London, Birmingham and Manchester. The visitor profile is a close fit with our readership profile.

Regular topics

- Education
- Therapy
- Health issues, diet and nutrition
- Research
- Legal issues
- Transition to adulthood
- Leisure and holidays

Autumn 2023 (issue 51)

- Preview of the Tes SEND Show
- Creating an autism-friendly classroom: equipment and therapeutic approaches
- New schools, colleges and supported living sites
- Which therapy? We will include popular interventions such as speech & language therapy, occupational therapy, positive behaviour support, applied behaviour analysis, acceptance and commitment therapy, sensory integration therapy, DIRFloortime, Paediatric Autism Communication Therapy, the Brick-by-Brick programme, TEACCH, SCERTS and Early Start Denver Model
- Using music, art or dance in teaching

We are media partners with the **Tes SEND Show**, the UK's leading event for special educational needs and disability. We will distribute hundreds of printed copies of the autumn issue of *Autism Eye Magazine* to visitors from our stand.

Winter 2023/24 (issue 52)

- Advice on choosing the right school or college
- Best practice in building and classroom design
- Personal, Social, Health & Economic Education (PHSE)
- Relaxed and chilled theatre, dance, panto and music performances over Christmas and into 2024
- Seasonal gift ideas
- Books of the Year

- Resources to improve sensory issues
- Assistive technology
- Independent and supported living
- Respite care and support
- Helpful technology
- Behaviour support and resources



Autism Eye Magazine

Display ads

Display ads appear in our print and digital issues. You will reach all our readers, as well as visitors to events where we distribute printed issues.

Double-page spread:	£1,295
Full page:	£895
Half page:	£595
Quarter page:	£395
Inside Front Cover:	£1,095
Inside Back Cover :	£950
Outside Back Cover:	£1,195

Advertorials

An advertorial in *Autism Eye Magazine* enables you to use around 800-1,200 words on a double-page spread, or 400-600 words on a full page, to share an in-depth explanation of what your organisation offers.

We will design your advertorial for you. This service is included in the price. Full-page advertorials always face editorial, so are limited to a few per issue.

Double-page spread advertorial, inc. design: £1,395

Full-page advertorial, including design: £995

What's New

Approximately one-sixth of a page in *Autism Eye Magazine*, following the news pages. It consists of a headline, around 80 words, an image and web link. A great place to share news about such things as openings and product developments.

What's New entry: £200

Inserts

Send out flyers in copies of *Autism Eye Magazine* distributed at exhibitions.

Our agreement as media partners with The Autism Show means that with our summer issue companies placing inserts must be exhibiting at the Autism Show where the magazine will be distributed.

£150 per 10g per 1,000 copies

Advertisement design service

We can design your advertisement from supplied text and images at a reduced rate.

Double-page spread ad design: £150

Full-page ad design: £100

Half-page ad design: £75

Quarter-page ad design: £50

Please do not use artwork we design for you in other publications.

Series discounts

Discounts are available for series ad bookings.

Please contact publisher Mark Hayes on 020 8673

8496 or mark.hayes@autismeye.com



Examples of advertorials, enabling advertisers to communicate with readers in an in-depth, editorial style



Autism Eye website

Events Calendar

The screenshot shows a grid of event listings. Key events include:

- Autism Champions Courses** (April 11, 2022 - March 21, 2023)
- Is your child's anxiety about school affecting the family?** (January 22, 2023 @ 10:30 am - 11:30 am)
- Neurodiversity: Building Self-Esteem** (January 22, 2023 @ 10:00 am - 11:00 am)
- SENCo: Helping neurodiverse children engage with school** (January 24, 2023 @ 10:00 am - 11:00 am)
- EHCIP: Explained** (January 25, 2023 @ 10:00 am - 11:55 am)
- SEN Law Conference 2023** (March 7, 2023)

Advertise your event on our Events Calendar. Entries include booking links, an image and a Google map. Upcoming events are highlighted on our home page, in our newsletters and on our news pages.

[Click here](#) to visit our Events Calendar.
Events Calendar entry: £75

Home page banner advertisements

Place a striking, animated advertisement with a hyperlink on the home page of *Autism Eye's* stunning website. Home page banners are available in two heights, with skyscrapers around four times as tall as the standard size. Most animated banners have three screens, showing in rotation. [Click here](#) to see examples on our home page.

Standard (52 pixels high): £595 a year
Skyscraper (200 pixels high): £995 a year

Online directory entries

Perfect for advertising all year round. We offer 300+ words, image/s, logo, optional video and search engine optimisation. Online directory entries are shareable on social media via sharing buttons on each entry's web page. See an example of an online directory entry by [clicking here](#).

School and college listings now appear as enhanced entries in our Education & Support Finder.

One directory entry: £200 a year
Second directory entry: £100 a year

The screenshot shows the Autism Eye website home page with the following sections:

- Navigation:** HOME, NEWS, EVENTS, EDUCATION & SUPPORT FINDER, SAMPLE FEATURES, WHAT IS AUTISM?, SUBSCRIBE, DIRECTORY.
- Hero Section:** "Welcome to Autism Eye" with a child underwater image.
- Main Content:** "Your vital source of in-depth autism information and advice" with a list of featured articles and a "Keep informed: subscribe today" button.
- Subscriptions:** "DIGITAL SUBSCRIPTIONS FREE" and "PRINTED ISSUES From £16".
- Latest news:** "Enlarged brains linked to cell issue" and "Lords report slams 'unfair' care".
- Features:** "From our winter 2022/23 issue" with "Specialist gift ideas" and "showtime" articles.
- Back Issues:** "See all our back issues" with a grid of magazine covers.
- Right-hand Column:**
 - "Want to receive monthly news?"
 - "Education & Support Finder" with a map of the UK.
 - "Upcoming Events" listing Autism Champions Courses, "Is your child's anxiety about school affecting the family?", and Neurodiversity: Building Self-Esteem.
 - "Products and services" listing categories like Furniture, Nutrition, Resources, etc.
 - Consensus banner: "FOR INDIVIDUALS WITH AUTISM AND COMPLEX NEEDS".
 - Other banners for "We embrace all perspectives", "VISIT THE MESA", "Lutonborough Court School", "Learning for All", "showcare", and "LONDON January 2023".

Discounts
 Discounts are available for multiple ad bookings. Please contact publisher Mark Hayes on 020 8673 8496 or mark.hayes@autismeye.com

Part of *Autism Eye's* home page. The animated web banners are in a column on the right and link to the advertiser's website. The online directory can be accessed via a tab at the top of the page or via the Products and Services panel in the column on the right.



Autism Eye website

Multiple site entry in our Education & Support Finder

Organisations with multiple sites can provide details, images and links for all of their locations or brands in a single entry. [Click here for an example.](#)

You can provide up to 1,000 words on your specialities, geographical coverage, age ranges, and any other information useful to parents searching for a provision. You can also include a prospectus download and a video.

Multiple site entry: £40 per month/£600 per year

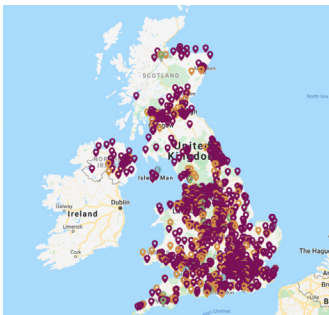
Enhanced individual site entry in our Education & Support Finder

An enhanced entry enables advertisers to provide in-depth information, including contact details and a prospectus download. [Click here for an example.](#)

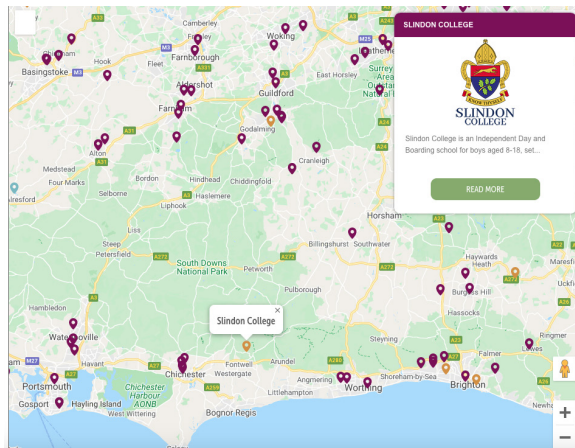
You can provide up to 500 words on your specialities, geographical coverage, age ranges, and any other information useful to parents searching for a provision.

Include your logo, photographs, web link, contact names/phone numbers/email addresses, a prospectus download and a video.

Individual site entry: £15 a month/£200 a year

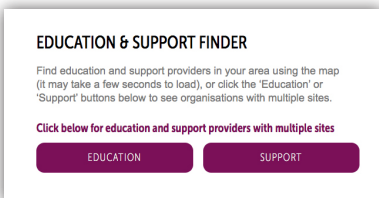


Top left: our Education & Support Finder map, containing thousands of sites across the UK.

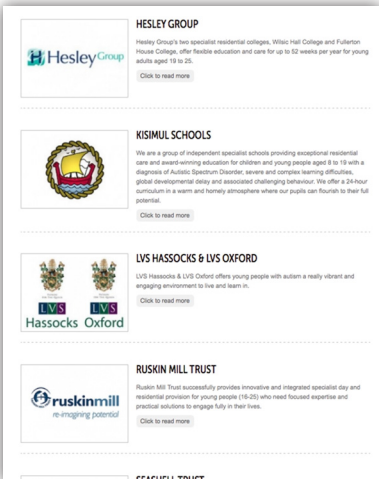


Centre left: users access multiple-site entries for education or support providers via buttons at the top of our interactive map page.

With individual site entries in our Education & Support Finder, clicking on a site creates a pop-up (left). This links to an entry with logo, contacts, address, images, optional video and optional prospectus download (below left)



Below left: education or support providers then appear in a clickable list



Newsletter

E-newsletter frequency

We publish 10 newsletters a year, around the middle of each month. They are monthly, except for joint issues in July/August (published in July), and December/January, (published in December). See an example of one of our newsletters by [clicking here](#).

E-newsletter announcements

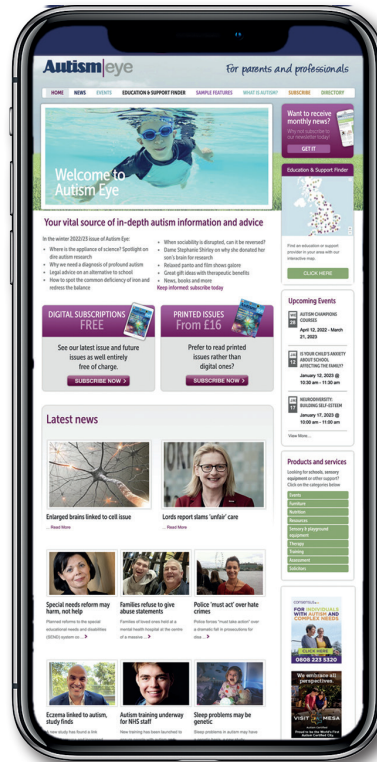
The ideal way to announce a product or service launch is via an announcement in one of our e-newsletters, circulated to more than 42,000 subscribers. They consist of a newsy headline, 300+ words, image/s, logo and hyperlink, as well as an optional video.

Announcements link from a headline on the right-hand side of the newsletter to their own page on our website, where they remain searchable on the internet. See our collection of newsletter announcements by [clicking here](#).

We will design your announcement and optimise it for search engines. It will remain shareable (on Twitter, Facebook, etc) on our website.

We will also share your announcement to our tens of thousands of social media followers.

Announcement, including design: £200



Above: Autism Eye Newsletters, like the Autism Eye website, can easily be read on mobile devices

Discounts

Discounts are available for multiple ad bookings. Please contact publisher Mark Hayes on 020 8673 8496 or mark.hayes@autismeye.com

E-newsletter banner advertisements

We send Autism Eye e-newsletters to more than 42,000 readers 10 times a year.

An annual banner on our email newsletters will keep reminding readers what you offer. We offer a 25% discount if you place a banner in our e-newsletters as well as on our website home page. Skyscraper banners are around four times as tall as the standard size.

Standard (52 pixels high): £595 a year

Skyscraper (200 pixels high): £995 a year.

E-newsletter sponsorship

Have the prestige of being a sponsor and include your logo (clickable to your website) on every e-newsletter.

Sponsorship: £300 a year

Solus e-shot

Some clients are able to design an email mailshot themselves. If it is designed in HTML (at a maximum of 600 pixels wide) we are able to send it out by itself to our 42,000+ digital readership. We will also share it on social media. Here's an example: <https://mailchi.mp/autismeye/introducing-luxborough-court-school-essex>

Solus e-shot, not including design: £695

